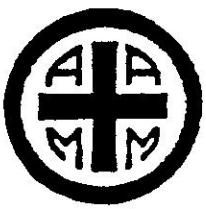
AMTA EMBLEM

The familiar AMTA emblem used on brochures, pins, business cards, shirts, and a number of other items identifies our association and its members to the public. This emblem was registered as a legal trademark in 1972, which prohibits other groups or individuals from using the symbol as their emblem.

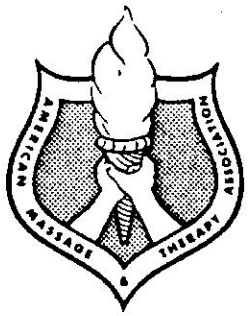
The current AMTA emblem, designed in 1965 (with minor change in 1983), is the latest in a series of emblems used by the AMTA and its members. Beginning in the late 1940's, the AMTA has had a total of five different designs to symbolize the organization.

1949 MONOGRAM. The first emblem was actually a monogram standing for the newly organized American Association of Masseurs and Masseuses. It consisted of the initials AAMM separated by a cross and enclosed in a circle. It was available to members as a pin or decal, and was used on association literature from about 1949 to 1958.

American Association
Masseurs and Masseuses



1958 EMBLEM. By 1958, many changes had occurred in the organization, and at the 13th National Convention in Indianapolis, Indiana, the name was changed to The American Massage and Therapy Association. The old AAMM monogram became obsolete, and a new emblem was called for. The new emblem design was drafted at the convention by Charles W. Brooks, *The Massage Journal* editor at the time.



The 1958 AMTA symbol was well thought out, and the basic elements of that design remain in our emblem today. In the September 1963 edition of *The Massage Journal,* there is an explanation of that symbol:

The emblem was designed... in a response to a request on the part of our membership for one that embodied the heart and hands as they combine in the activities of not only the AMTA — but also in the life of the individual Massage Therapist —

The white of the emblem represents the purity of our hearts, our ideals and our aims.

The hands uphold the torch of wisdom and understanding.

The flame indicates the burning desire to be of service to others.

The shield is a sign of strength and integrity as the AMTA moves forward, a perpetual force for greater victory in achieving our goals — helping mankind.

May our Association emblem be a constant reminder of our high calling! — May we always wear it with pride and honor.

1963 EMBLEM. The 1958 emblem appeared on AMTA literature until 1963, when at the 18th National Convention in Fargo, North Dakota, plans were made to redesign the emblem. Also at this convention, the official colors of the association were chosen, i.e., red, blue, white and gold.

The 1963 emblem was similar in design to the former symbol. The shield stayed basically the same, but the hands, torch and flame were more angular, and the initials AMTA were inserted within the shield. This emblem was used on association literature for only two years.

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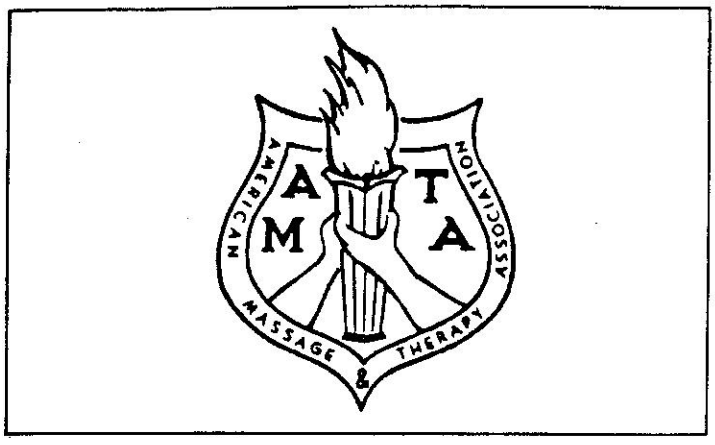
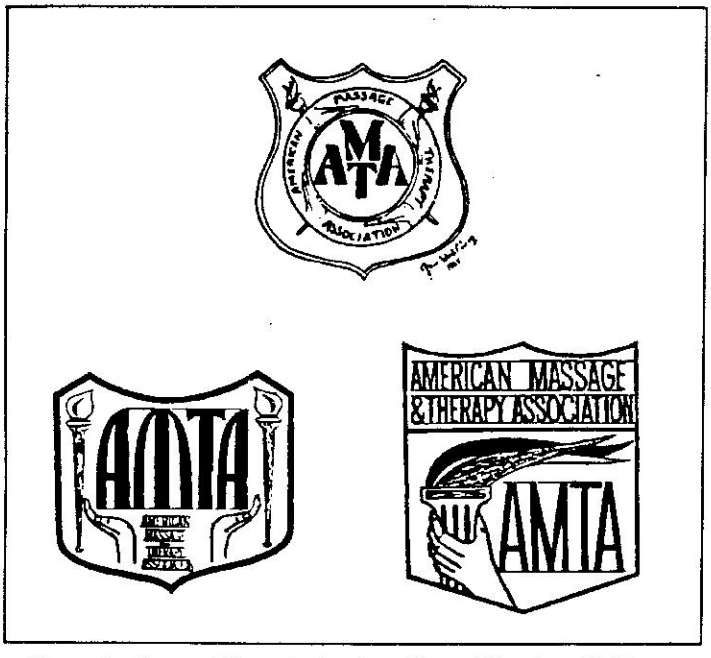
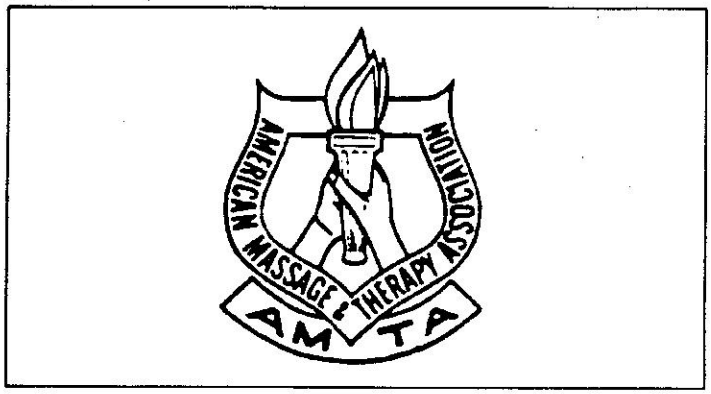


1965 EMBLEM. In 1965, a contest was held by the office of public relations for a new emblem design. Some of the contest entries are shown below.



The winning emblem design is still used by the AMTA today, minus the "&" at the bottom of the shield. The shield itself stayed the same as the 1963 emblem, while the design of the hands, torch and flame were altered. The AMTA initials were moved from inside of the shield to a banner beneath the shield. This trademark was legally registered in 1972.

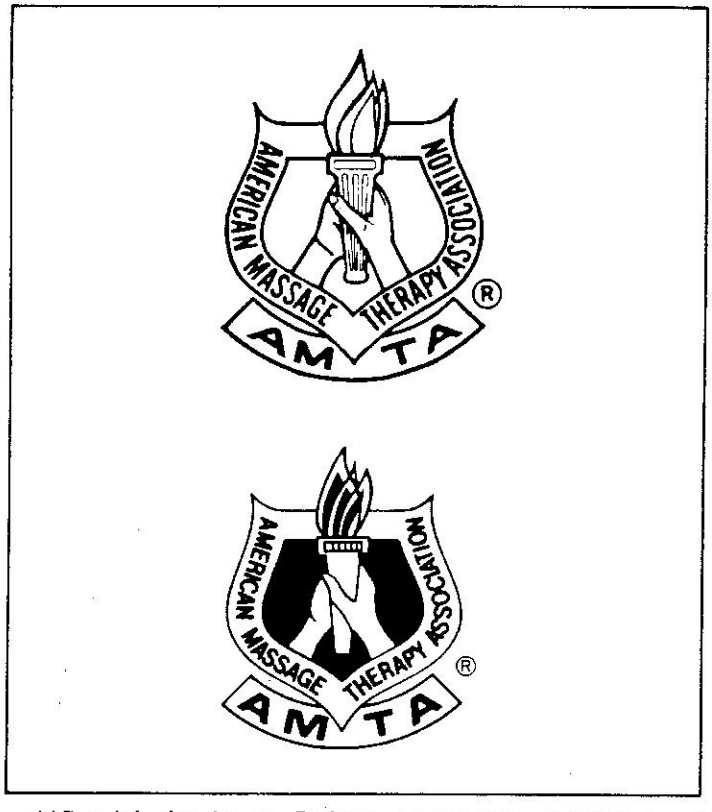


In the November 1965 Massage Journal, members were urged to "use this emblem on letterheads, envelopes, invoices, advertising literature, publicity leaflets, office door or window, car, etc."

It identifies you as a progressive member of your profession, while simultaneously serving as good 'public relations' for your association.

1983 EMBLEM. A minor alteration in the emblem occurred in 1983 when the name of the association changed to the American Massage Therapy Association, dropping the "&" between the words "massage" and "therapy." The "&" was removed from the shield.

The October 1986 mailing to the AMTA membership contained a sheet with different sizes of the registered trademark printed on it for use of members. That emblem sheet also has a variation of the original 1983 emblem, which has a darker shield and slightly different torch. **The "R" symbol should be used next to the emblem on all printed materials to identify the symbol as a legal trademark.**



**Special thanks to Robert Armstrong, AMTA legal counsel, for information on the 1972 registered trademark; and to Thomas R. Fink, AMTA President 1965-1967, for information on the 1965 emblem contest.

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Patricia J. Benjamin
National Historian